

Listing of Claims:

1. (Previously presented) A data structure of a database for use in capturing product data by inputting and storing the product data in the database, the data structure of the database being based on a data model having one or more classes, wherein each of the classes has one or more associated categories, the data structure being embodied in a computer readable medium and comprising:

at least one class definition, each class definition being arranged to identify one or more associated categories of products;

a plurality of category definitions, each category definition being arranged to identify an associated attribute group of a product category;

a plurality of attribute group definitions, each attribute group definition being arranged to identify one or more attributes that are associated with the attribute group of a product category; and

a plurality of possible value lists for facilitating input and storage of product data into the database, each possible value list having a plurality of predetermined, user selectable values that are selectable during input and storage of product data as a value for an attribute of a product that is being classified and stored in the database so as to minimize potential error during inputting and storing of product data in accordance with the data model;

wherein each attribute is associated with at least one of the plurality of possible value lists which has a plurality of predetermined, user selectable values that are selectable during input and storage of product data as a value for the associated attribute for the product being classified and stored in the database according to the data model.

2. (Previously presented) The data structure as recited in claim 1, further including a plurality of possible unit lists, each possible unit list being arranged to identify units that are selectable during input and storage of product data as a unit for an attribute of the product being classified and stored in the database according to the data model.

3. (Previously presented) The data structure as recited in claim 2, wherein each one of the values in the possible value list is combined with each one of the units in an associated possible

unit list for one of the attributes to create a possible value-unit combination, and wherein each possible value-unit combination is normalized.

4. (Previously presented) The data structure as recited in claim 1, wherein each attribute is associated with a multi-value indicator that indicates that more than one of the values in the associated possible value list are selectable during input and storage of product data as values for the associated attribute for the product being classified and stored in the database according to the data model when the multi-value indicator is in a predefined state.

5. (Previously presented) The data structure as recited in claim 1, wherein each of the attributes is associated with a data capture priority indicator that assigns priorities to at least some of the one or more attributes for capture of product data for the attributes in accordance with the assigned priorities.

6. (Previously presented) The data structure as recited in claim 1, further including: a possible countries table specifying one or more countries that are selectable during input and storage of product data as countries for which a product being classified and stored in the database according to the data model is adapted for sale.

7. (Previously presented) The data structure as recited in claim 1, further including: a possible compatibility table including one or more platforms that are selectable during input and storage of product data as platforms which are compatible with a specific product being classified and stored in the database according to the data model.

8. (Previously presented) A data structure suitable for use in capturing product data by inputting and storing the product data for a plurality of products, the product data being suitable for use in an electronic catalog, the products being classified according to a data model having one or more classes, wherein each of the classes is arranged to identify one or more associated categories of products and each of the categories is arranged to identify an associated attribute group having one or more attributes for a product category, each attribute having an associated possible value list for facilitating input and storing of product data into the database, each value list having a plurality of predetermined values that are selectable during input and storage of

product data as a value for the associated attribute of a product classified and stored in the database so as to minimize potential error during inputting and storing of product data in accordance with the data model, the data structure being embodied in a computer readable medium and comprising:

 a plurality of system SKUs, each system SKU being arranged to identify one of the plurality of products;

 a plurality of manufacturer SKUs, each manufacturer SKU being associated with one of the plurality of system SKUs;

 an attribute table in which selected attributes for each of the products are stored, each of the selected attributes being identified by the system SKU corresponding to the product being classified and stored in the database according to the data model and having at least one of the values from the associated possible value list; and

 a customer mapping table that maps each system SKU to a customer SKU assigned to the corresponding product by a particular customer to which product data associated with the product is to be provided, the customer being a retailer, reseller, manufacturer, or distributor that has requested the product data.

9. (Previously presented) The data structure as recited in claim 8, wherein each attribute has an associated possible unit list that identifies units that are selectable during input and storage of product data as a units for an attribute of a product being classified and stored in the database according to the data model, wherein at least some of the selected attributes in the attribute table have units in the associated possible unit list, wherein each attribute value and associated unit is normalized.

10. (Canceled)

11. (Previously presented) The data structure as recited in claim 8, further including:
 a category identifier associated with each one of the plurality of products classified and stored in the database according to the data model, the category identifier being arranged to identify the category associated with the corresponding product.

12. (Previously presented) The data structure as recited in claim 8, further including:

a manufacturer product description associated with each one of the plurality of products classified and stored in the database according to the data model, the manufacturer product description describing standard features of the associated product.

13. (Previously presented) The data structure as recited in claim 8, further including:
a image table including a link to one or more images illustrating the plurality of products classified and stored in the database according to the data model.
14. (Previously presented) The data structure as recited in claim 8, further including:
a marketing description for the plurality of products classified and stored in the database according to the data model.
15. (Previously presented) The data structure as recited in claim 8, further including:
a country table specifying one or more countries for which each product classified and stored in the database according to the data model is adapted for sale.
16. (Previously presented) The data structure as recited in claim 8, further including:
a related products table that indicates one or more related products associated with each of the plurality of products classified and stored in the database according to the data model.
17. (Previously presented) The data structure as recited in claim 8, further including:
a product compatibility table including platform compatibility information associated with each product classified and stored in the database according to the data model.
18. (Previously presented) A system for capturing product data for an electronic product catalog comprising:
a database for input and storage of product data, the database being embodied in a computer readable medium and having a data structure based on a data model having one or more classes, each of the classes having one or more associated categories, the data structure including:
at least one class definition, each class definition being arranged to identify one or more associated categories of products;

a plurality of category definitions, each category definition being arranged to identify an associated attribute group of a product category;

a plurality of attribute group definitions, each attribute group definition being arranged to identify one or more attributes that are associated with the attribute group of a product category; and

a data capture tool with a use interface for allowing input and storage of product data into the database, the data capture tool including a plurality of possible value lists for facilitating input and storing of product data into the database, each possible value list having a plurality of predetermined, user selectable values that are selectable during input and storage of product data as a value for an attribute of a product that is being classified and stored in the database so as to minimize potential error during inputting and storing of product data;

wherein each attribute is associated with at least one of the plurality of possible value lists which has a plurality of predetermined, user selectable values that are selectable during input and storage of product data as a value for the associated attribute for the product being classified and stored in the database.

19. (Previously presented) The system of claim 18, wherein the data capture tool further includes a plurality of possible unit lists, each possible unit list being arranged to identify units that are selectable during input and storage of product data as a unit for an attribute of the product being classified and stored in the database.

20. (Previously presented) The system of claim 18, wherein each attribute is associated with a multi-value indicator that indicates that more than one of the values in the associated possible value list are selectable during input and storage of product data as values for the associated attribute for the product being classified and stored in the database when the multi-value indicator is in a predefined state.

21. (Previously presented) The system of claim 18, wherein each of the attributes is associated with a data capture priority indicator that assigns priorities to at least some of the one or more attributes for capture of product data for the attributes in accordance with the assigned priorities.

22. (Previously presented) The system of claim 18, further including a possible countries table specifying one or more countries that are selectable during input and storage of product data as countries for which a product being classified and stored in the database is adapted for sale.

23. (Previously presented) The system of claim 18, further including a possible compatibility table including one or more platforms that are selectable during input and storage of product data as platforms which are compatible with a specific product being classified and stored in the database.

24. (Previously presented) The system of claim 18, further including:

- a plurality of system SKUs, each system SKU being arranged to identify one of the plurality of products;
- a plurality of manufacturer SKUs, each manufacturer SKU being associated with one of the plurality of system SKUs;
- an attribute table in which selected attributes for each of the products are stored, each of the selected attributes being identified by the system SKU corresponding to the product being classified and stored in the database according to the data model and having at least one of the values from the associated possible value list; and
- a customer mapping table that maps each system SKU to a customer SKU assigned to the corresponding product by a particular customer to which product data associated with the product is to be provided, the customer being a retailer, reseller, manufacturer, or distributor that has requested the product data.